

**Thursday, 17 May**

08:00-09:00	<b>Conference Registration Desk Open</b>
09:00-09:30	<b>Conference Opening</b>
09:30-09:50	<b>Partner Welcome</b>
09:50-10:20	<b>Plenary Session</b>
	<b>Simon Hudson, Endowed Chair, Hotel, Restaurant and Tourism / Center Director, Smartstate, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, USA</b>
10:20-10:50	<b>Plenary Session</b>
	<b>Don Getz, Professor Emeritus of Tourism, Tourism Department, University of Calgary, Canada</b>
10:50-11:20	<b>Garden Conversation</b>
11:20-12:05	<b>Talking Circles</b>
12:05-13:20	<b>PARALLEL SESSIONS</b>

<b>Room 1</b>	<p><b>Impacts of Leisure on Tourism</b></p> <p><b>Small-scale Sport Event Tourism and Sustainability: A Case Study in Torres del Paine National Park, Chile</b> Jennifer Velarde, Small-scale sport events have been argued to be a sustainable form of tourism development for communities (Gibson, 1999). This study analyzes four small-scale sport events all operated by NIGSA (Nómadas International Group SA) in the Magallanes region of Chile. The four events at the core of this study were: Patagonian Expedition Race, Patagonian International Marathon, Ultra Trail Torres del Paine, and the Ultra Fiord which operate partially or completely inside the Torres del Paine National Park. As a biosphere reserve established by the United Nations, Torres del Paine National Park requires a sustainable perspective of event sport tourism. A 2011 alteration of biosphere reserve qualification criteria from the United Nations Educational, Scientific, and Cultural Organization (UNESCO) has heightened the need for protection, preservation, and responsible management of Torres del Paine National Park and the small-scale sport events being studied. This document includes sustainability and event sport tourism literature, a detailed methodology, findings and discussion from the data collected, and a few suggestions for the industry and event organizers. This study reveals development potential or lack thereof as a result of small-scale event sport tourism in the Torres del Paine National Park. <i>Changing Dimensions of Contemporary Tourism, Tourism and Leisure Industries, Critical Issues in Tourism and Leisure Studies</i></p> <p><b>Leisure Attributes of the Destination Product: Importance for Tourists and Impact on Their Feelings at a Destination</b> Lina Anastassova, Defining leisure is not an easy task and the efforts of academia in this research field reveal that it can not be reduced to a simple definition. The research field of leisure has therefore become more integrated with other fields of research (Hederson, Presley, and Bialeschski, 2004; Blackshaw, 2010). This empirical study conducts a literature and research review of preferred leisure activities at summer resorts in different countries in order to compose a list of leisure attributes of summer destination product, examines and defines the importance of various leisure attributes of the destination product according to the holiday makers in the destination, identifies the leisure attributes' impact on the tourists' feelings with regard to their social-economic, national, gender, and age characteristics. For the purposes of operationalization of destination product leisure attributes, a list of leisure activities is developed which concerns only the augmented product of the destination without the basic components of the tourist product, the accommodation and eating facilities of the hotels. The sample type constructed for the purposes of this empirical study is a random sample from six countries, Germany, UK, Russia, Finland, Hungary, and Poland, which represent nearly 90% of the tourists coming to Sunny beach resort in Bulgaria. The data collection methods are descriptive, including personal written questionnaires collected from the respondents and tourist diaries completed in two seasons by eighty tourists from four countries. They had to describe experiences with various leisure attributes of the destination product extracted from the questionnaire and to relate every experience with different emotions. The paper encompasses survey results and the main practical implication of the study is that the destination management can change its marketing strategy according to the survey results and namely to put stress in its branding strategy on shift from promotion based on physical attributes of destination product towards a strategy based on promotion of leisure attributes of the destination product which are provoking strong positive feelings in tourists, like happiness and excitement. This kind of destination branding strategy will contribute to the stimulation of active holiday behavior beyond the 3S-holiday model and will add more emotional benefits to the destination brand loyalty. <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Fan Tourism and the Search for the Authentic Celebrity Chef Dining Experience</b> Carina Jane Mansey, Research has highlighted that major cultural, political, and economic shifts have led food to be consumed in a new way. The social system of dining out has changed and dishes are no longer revered simply because of the culinary skills used to create them. Indeed, it was culinary skill that once led chefs to gain and retain stardom. Yet, while modern chefs do require some culinary ability in order to traverse the tightrope of "celebritisation," a form of tourism has transformed the dining industry and those who have obtained celebrity status need to work with cultural intermediaries to be skilled in staging authentic dining experiences that remain true to their personas. Many fans frequent restaurants associated with these celebrity chefs in order to acquire a slice of their essence, rather than because of the actual food served or the mastery that has gone into making it. Thus, drawing on MacCannell's (1973, 1976) theories concerning "staged authenticity" and Goffman's (1956) ideas about "the presentation of the self," the reasons behind this will be explored, as will the constructed tourist attractions. <i>Changing Dimensions of Contemporary Leisure</i></p>
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Thursday, 17 May

12:05-13:20 PARALLEL SESSIONS

**Room 2 Tourist Experience: Addressing Memory**

**Reconstructing the Tourist Experience: Editing Experience and Mediating Memories of Learning to Dive**

Dr. Stephanie Merchant,

Through an analysis of the mediative techniques involved in the production of videographic tourist memorabilia (specifically souvenir DVDs of learning to SCUBA dive), in this paper I render visible the often unconsidered aspects of visual media production that result in, not only visual images themselves, but also by extension, the construction of alternate realities of leisure space, tourist performance, and gap-year identity by young tourists and tourism operators. A connectionist approach to the study of memory is advocated highlighting that mediatory technologies, whilst acting as stimulants for recollection, actually inform and construct memories rather than transmitting realistic snippets of past experience. In the paper it is questioned whether "authenticity" is a relevant frame of reference bearing in mind that the "post-tourist" is often perfectly aware of the lack of authenticity in many tourist activities and happy to go along with a pretence. With this in mind, the paper concludes by stating that "reality" is arguably being edited-out of memories concerning tourism's places and practices through the production of commercially driven and produced "souvenirs."

*Changing Dimensions of Contemporary Tourism, Changing Dimensions of Contemporary Leisure*

**Investigating Memorable Experiences with Robotics in Hospitality**

Vincent Tung,

Norman Au,

There are growing applications of robotics in tourism and hospitality. However, few studies have examined what tourists remember and share after their experiences with robots. To address this gap, this working paper captures tourists' memorable experiences with robotics in hospitality settings based on consumer-generated reviews. These reviews are analyzed across five dimensions: embodiment, emotions, human-oriented perceptions, feeling of security, and co-experience. Excerpts are extracted from the reviews to provide insights into the role of robotics in these travel remarks.

*Tourism and Leisure Industries*

**Room 3 Imagining Destinations**

**Satisfaction with a Destination and Recommendation: Differences between Relatives, Friends, and Other Travelers**

Laurentina Vareiro, Coordinating professor of Economics, School of Management, Polytechnic Institute of Cávado and Ave, Portugal

Recommendation from family and friends are considered to be the most credible source in the travel decision-making process. Since destination loyalty focuses on this variable, this study investigates tourists' motivations and perceived attributes of the city comparing the following two groups: those who indicated that they obtained travel information from relatives/friends (n = 120) and those who obtained information from other sources (n = 186). The research methodology consists of a quantitative approach based on a self-administered survey applied to travellers who visited Braga (Portugal) during 2017. The results indicated that there were some significant differences across the two groups with respect to demographic characteristics, tourists' motivations, and perceived attributes of the city. However, the groups did not differ in their global image of the destination and intention to recommend it to relatives and friends.

*Changing Dimensions of Contemporary Tourism*

**American College Students: Perceptions of and Travel Motivations for Visiting Costa Rica**

Pavlina Latkova,

Rachelle Wilson,

The study explored Costa Rica's pre- and post-trip image using Echtner and Ritchie's (1991, 1993) destination holistic and unique image framework. Participants included fourteen students enrolled in a faculty-led international service-learning class that traveled to Costa Rica in spring 2016. Semi-structured interviews were conducted via Skype prior and after the trip. Two independent researchers conducted verbatim transcription of interviews, coded data, and identified emergent themes. Participants' perception of Costa Rica as an ecotourism destination and the opportunity to learn and to get involved with local communities were the main travel motivators. Media portrayed Costa Rica's "Pura Vida" was reflected in students' pre-trip interview responses. Participants expected to experience rich and unique biodiversity and happy people enjoying their life. Costa Rica's image of a prime ecotourism destination was confirmed in the post-trip interviews. Similarly to the pre-trip interviews, participants reported experiencing the pristine natural beauty and kind and hospitable people. In addition, they recalled a strong sense of community, cultural heritage, and environmental stewardship among minority cultures (i.e., Afro-Caribbean, indigenous Indians), and feeling safe while traveling. Costa Rica's image held by American college students suggests there is an increased awareness and demand for environmentally and socially responsible travel in this market.

*Changing Dimensions of Contemporary Tourism*

**Public Opinion and Tourism in Spanish Destinations: The Cases of Gran Canaria, Andalusia, and Malaga**

Pedro Ernesto Moreira Gregori,

In this article we analyze the positive and negative impacts of tourism according to the opinion of residents of Gran Canaria, Andalusia, and Malaga, we compare similarities and differences. The methodology is based on surveys carried out in different periods of time and years. In Gran Canaria, the survey was administered by telephone to 504 residents. While in Andalusia the survey was based on face-to-face interviews with 1781 residents in the eight andalusian provinces. The unequal characteristics of both territories, both in extension and in population density, deserved to limit the Andalusian sample to its study. This is the motive we focus on comparing the views of residents in Malaga. For being also the most tourist province of the Autonomous Community (receives more than 30% of the total of the tourists). Both Malaga and Gran Canaria are mature and consolidated sun and beach tourist destinations.

*Critical Issues in Tourism and Leisure Studies*

## Thursday, 17 May

13:20-14:00

**Lunch**

14:00-15:15

**PARALLEL SESSIONS**

### Room 1 **Building Bridges to Sustainability: Sustainable Development**

#### **Challenges of Increased Visitation at UNESCO Sites: A Focus on Angkor, Cambodia**

Dr. Claudia G Greem,  
Sofia Vaschetto,

After Angkor Wat was given the distinction of being among Trip Advisor's Top 10 Tourists Landmarks in 2016, many stakeholders acknowledged this recognition as a mixed blessing. The entire Angkor site is an area of 400 square kilometers. It is also called a "living site" which means within the area, there are over 300 villages of local residents living their daily lives and farming. In many cases, the local residents have lived there for centuries and the numbers of people living within the borders of Angkor continues to increase. To complicate matters, the site now receives two million tourists per year. That number is expected to grow to four million by 2020. Teams of Cambodia cultural heritage, tourism, archeology, and destination management professionals and temple guides are engaged in focus groups, brainstorming, benchmarking, and mapping to develop a tactical plan to address these challenges. Through this exercise, we developed a process for evaluating visitor flow, re-designing processes, and taking steps to mitigate the potential negative environmental, social, and economic impacts. The outcome of this process can be used as a guide for other UNESCO sites being challenged by increases in visitation.

*2018 Special Focus: Building Bridges to Sustainability*

#### **Role of Community Museums in Rural Tourism, Manitoba, Canada**

Dr. Christopher D. Malcolm,  
Dr. Doug Ramsey,

Rural tourism development is increasingly seen as a source for economic diversification in regions facing loss and restructuring of their traditional rural resource industries. One initiative in the pursuit of tourism economies are community museums, which often already exist in many communities. This paper introduces the results of a survey of visitors and interviews with museum directors, at eighteen community museums in southwestern Manitoba, Canada, conducted between June and September, 2015 and 2016. The questionnaire collected data regarding visitor demographics, purpose for visit, expectations, and satisfaction. Interviews with museum directors obtained information about museum operations. Visitors were primarily tourists (75.8%), many of whom planned their museum visit, illustrating that the museums are a touristic draw. Further, 30% of respondents indicated they would be visiting other museums in the region within the next few days, and 48.1% sometime in the future. Visitors reported high satisfaction for viewing and learning about museum displays. However, open-ended comments included statements that reflect difficulties in operations, such as desires for better lighting, air flow, labeling, and display organization. Museum directors elucidated these issues: the museums are run by an aging, volunteer staff, with little training in museum curation, that list a lack of volunteers, local interest, space, and operating capital as major difficulties. Some directors fear their museums will not exist within five to ten years. This paper argues that community museums, as sources of community identity and pride, should be recognized as an important and supported segment of sustainable rural tourism development.

*Critical Issues in Tourism and Leisure Studies*

#### **Understanding Innovation in the Gastronomic Industry: Variety and Effectiveness of Innovative Practices in Touristic Restaurants in Cusco, Peru**

Maria Elena Sanchez, San Miguel, Lima, Peru  
Prof. Mario Pasco,  
Maria Elena Esparza,

In the last few years, the Peruvian gastronomy has experienced an unprecedented success. Hundreds of new restaurants have emerged across the country, offering creative combinations of food and service. Surprisingly, there are very few systematic studies on practices of innovation within the sector, and research adopting a customer-based approach is practically nonexistent. In this regard, this paper has two purposes. First, it provides a detailed account of the variety of innovative practices along the dimensions of product, service, infrastructure, and socio-environmental issues. Second, it assesses the effectiveness of those practices in terms of cost-efficiency, clientele, and customer satisfaction. The study will focus on 120 touristic restaurants in Cusco, Peru, which is the main touristic destination in the country. The research methodology will include structured observation of restaurants as well as in/depth interviews with local experts. In this way, this research makes a contribution to the understanding of innovative practices in the gastronomic industry. In addition, it expects to provide a new tool for researchers interested in measuring sectoral innovations in developing countries.

*Tourism and Leisure Industries*

### Room 2 **Tourism and Technology**

Thursday, 17 May

14:00-15:15

**PARALLEL SESSIONS**

**Use of Internet Platforms by Tourists: A Social Network Analysis**

Tatiana David Negre,  
Dr. Arminda Almeida Santana,  
Juan M. Hernández,  
Dr. Sergio Moreno Gil,

This study analyses the structure of links amongst the main e-tourism platforms used by tourists in nineteen European countries, identifying the existence of a pattern known as core-periphery. This study is based on a computer-aided Web interview (CAWI) carried out on 13,243 tourists. The analyses were performed by means of the UCINET software, which is specialized in Social Network Analysis (SNA) focused on detecting key network players (social media, OTAs, etc.). Through this methodology, a number of 473 platforms were analysed, calculating degree centrality and betweenness centrality. The results reveal the specific characteristics of the networks by country. To better understand the e-tourism network, four examples of platforms with predominant role are studied and visually represented through ego-networks. The results are also shown by countries to better comprehend the e-tourism network. This study helps understand from an innovative methodological approach the behaviour of European tourists when using e-tourism information sources for choosing their travel destination, and how platforms are connected modelling a complex network. The results helps to improving the segmentation and promotion strategy through e-tourism platforms.

*Critical Issues in Tourism and Leisure Studies*

**Cultural Tourism's Convergence-Divergence in Europe: Social Media**

Dr. Arminda Almeida Santana,  
Dr. Sergio Moreno Gil,  
Dr. José Boza-Chirino,

The globalisation of markets has led destination marketing organisations to question whether their marketing strategies should appeal to cultural convergence or divergence, both in the media to be used and in the content to be communicated. This study investigates the following phenomena: "cultural-convergence" and "media-convergence." Understanding the relationship between them will serve as a tool for destination marketing organisations in the development of their communication strategies, as they will be able to know what social media to use to best reach each culture. The results of this study, which uses data from seventeen European countries, add interesting conclusions to the discussion on cultural divergence in tourism and "marketing-convergence."

*Critical Issues in Tourism and Leisure Studies*

**Exploring Opportunities and Challenges of Applying Educational Robotics to Hospitality and Tourism Education**

Anne Tang,  
Vincent Tung,

Research in robotics is progressing rapidly, diffusing beyond the traditional domains of engineering and computer science, and opening new possibilities for education. Educational robotics refer to the application of robotic equipment as a teaching resource, often through design, programming, building, and/or implementation, to facilitate students' learning and development in an (inter)disciplinary manner. Despite increasing research into this area, the pedagogical implications of applying educational robotics in hospitality and tourism education remain under-studied. To address this gap, this working paper first reviews select applications of educational robotics from different disciplines within higher education, and then considers the range of salient opportunities and challenges that may affect the deployment of educational robotics in tourism and hospitality. In doing so, this paper contributes to hospitality and tourism education by highlighting experiences from outside of the field that could inspire potential applications for our field.

*Tourism and Leisure Industries*

Room 3

**Unintended Consequences**

**Overtourism and Local Concerns in Barcelona**

Claudio Milano,

Over the past four decades, a number of tourism studies, theories, and models have emerged concerning host and guest antagonism (Doxey, 1975), tourism area life cycle (Butler, 1980), and carrying capacity (O'Reilly, 1986). Over the last decade, while many scholars have maintained their interest in the classical debate concerning the impacts of tourism, some have converged with the increased number of social movements and the subsequent protest against overtourism. Prominent cases demonstrating overtourism include Hong Kong, Rio de Janeiro, Malta, Barcelona, Dubrovnik, and Venice (Boissevain, 1996; Colomb and Novy, 2016). While the overtourism debate dates back over four decades with the study of the "pleasure periphery" and the so-called "golden hordes" (Turner and Ash, 1975), tourism "monoculture" and the impact of mass tourism has been the key point in Spanish tourism destinations including Barcelona and Palma de Mallorca. Based on the qualitative field research in Barcelona from 2016, this paper contributes to the comprehension of this discussion and to the effects that this phenomenon may have on the tourism field of one of the most visited European tourist destination.

*Critical Issues in Tourism and Leisure Studies*

15:15-15:30

**Coffee Break**

15:30-16:45

**PARALLEL SESSIONS**

Room 1

**Performing Tourism**

Thursday, 17 May

15:30-16:45

**PARALLEL SESSIONS**

**Events as Re-creation of Identities: The Rituals of the Redhead Days**

Ilja Simons,

Every year, thousands of people with red hair travel to the city of Breda, The Netherlands, to attend an event that is specifically organised for redheads, the Redhead Days. The event was created in 2005 by a Dutch artist, who placed an advertisement asking for redheaded women for an photo-shoot. He aimed for approximately fifteen, but, instead 150 showed up. Since then, the event has grown into the largest gathering of redheads in the world, attracting visitors from more than eighty different countries, which makes it the most international event of the city of Breda. Following Goffman's dramaturgical principles, this paper examines the performance of identities during this event. According to Goffman (1959), in any setting, a person is both actor and audience. He describes an individual's performance as the presentation of the self. This performance includes costumes, props, and manner. The Redhead Days provide an extraordinary setting, in which the attendees, who usually see themselves as a minority, are now part of the majority. The study is based on ethnographic methods. Participant observation took place during three editions of the event, focusing on performance and interaction rituals chains (Collins, 2004). Semi-structured interviews were conducted with twenty event attendees. The data were analysed using the qualitative data analysis program MAXQDA. The analysis shows how the event provides a change in setting, creating a new and different stage for people to interact. This allows the participants to act out new plots in their performances, resulting in a change in self-narratives and feelings of empowerment.

*Critical Issues in Tourism and Leisure Studies*

**Conflicting Discourses: Michel Houellebecq's Ambiguous Vision of Tourism in "Lanzarote"**

Carole Delaitre,

Critics often consider Michel Houellebecq's novel "Lanzarote" to be a condemnation of mass tourism and see his narrator as the epitome of the tourist unable to appreciate the beauty of the island. A close literary analysis, however, provides a more complex picture of the narrator as he intertwines several conflicting discourses, which ultimately create an ambiguous and paradoxical vision of tourism. His praise of mass tourism is weakened by irony, his description of the island appears as a parody of tourist guides, and his ethnological discourse aims at ridiculing travelers. Such complexity also invites the reader to wonder about the narrator's dishonesty, as he disregards the specificity of Lanzarote's tourism. Why claim that tourism is insufficiently developed when it is precisely the island's first source of revenue? Why barely mention César Manrique's heritage and the status of the island as a UNESCO biosphere protected site, and reduce them to their mere economic aspect? My hypothesis is that Lanzarote can be read as a "tourist narrative," whose aim is to represent the reality of mass tourism and to denounce its destructiveness through a complex narration that subverts the codes of both travel writing and promotional literature.

*Tourism and Leisure Industries*

**Impacts of Festivals**

Sinem Kurtural, Part time Lecturer, Yasar University

Festivals are binding bridges between communities, residents, and tourism destinations. Collective perceptions and experiences lived through a festival in a certain city generate knowledge. Therefore, festivals demonstrate local themes and city identity, defined as place icons which contribute to audience memories and experiences that make the place unique in their memories and urge guests to come and visit again. In the global tourism industry with cities competing for tourists, festivals are often placed among the first dynamics of competition. Certain cities sell their festivals through social media in a most competitive ways. Many tourists seek the festivals and buy their tickets a head of time. It is a win-win situation. Both the end user and the city stakeholders win. Perhaps hoteliers, travel agents, and airlines gain both the experience and capital. Izmir's culture, art, and festivals may affect the city's identity. This study explores five unique questions. Can a city festival be performed in a central place where everyone can attend easily? Is the weather suitable for the festival? Are the musicians happy with the marketing? Are the musicians satisfied and will they tell their colleagues to attend Izmir Festival? Is there a potential for negative social impacts to result from hosting a festival sitting area? With perceptions of audiences and artists answers the social capital income of the city and artists will increase. Sustainable tourism efforts will increase rapidly.

*2018 Special Focus: Building Bridges to Sustainability*

Room 2

**Tourism Destinations**

**Do Lifestyle Choices Influence the Tourist Destination Selection?: Tourist Destination Selections Shaped from Lifestyle Aspirations**

Eric P Zvaniga,

Prior research has investigated the potential effect of a tourist lifestyle on the destination choice. This paper will outline the objective of the proposed study, why it is important to the industry, and discuss some of the measurements criteria considered. The study identifies presumed causes or influences for a tourist attachment to a destination. The method proposed will use a three location case investigation, utilizing using survey data and global secondary date, to investigate participants across some North American wine regions which also have world class scenic attractions. This study proposal looks to extend the current body of knowledge that identifies influences of tourist destinations choice driven by their lifestyle aspirations. The study looks to create new value propositions for Country Tourism Organizations (CTO's) to manage market messaging, creating sustainable tourism growth. Investigating the potential or likelihood of a tourist reason for visiting a region, should allow CTO's to address predictability of success when marketing efforts could positively or negatively impact sustainable growth in tourism. Overall research objectives for the study consist of measurement relationships between the identified regions, tourist choices from lifestyle aspirations, and types of attractions available. Variables, controlled by age and gender, while also identified other factors including country of origin, a length of stay, seasonality information, and re-occurrence potential.

*Changing Dimensions of Contemporary Tourism*

Thursday, 17 May

15:30-16:45

**PARALLEL SESSIONS**

**Transforming a Region's Food and Drink Brand Profile Using a City-Based Festival**

Mr. Seth Kirby,

In the context of a grassroots urban food and drinks festival, the purpose of the study is to explore the potential linkages between both stakeholders (festivals and producers) for enhancing a more diverse, authentic slower cultural visitor offer, and destination image across the visitor economy. This analysis discusses how grassroots festivals can support small business and play a wider role in the placemaking of touristic-historic cities, like Cambridge, UK. The study emphasises the importance of city festivals and bottom-up strategies in enhancing the slow tourism and slow food agendas. In this case, Cambridgeshire's largest food and drink festival contributed towards an alternative idea of place and destination, more vibrant and authentic connectivity with localities and slower visitor experiences. Using the empirical setting of EAT Cambridge several in-depth interviews (10+) were undertaken, coupled with survey data collected during 2014 and 2015. Drawing on key stakeholder perspectives including participating micro and small producers, tourism management and policy stakeholders at the regional destination management organisation (DMO): 'Visit Cambridge and Beyond'. Evidence from small food and drink festival traders illustrated how EAT Cambridge heightened interest in the locality. A strong food and drink scene in Cambridge was considered to be the single greatest prospect for the city, in addition to creating further demand for visitors and establishing 'new events' and fringe events. The study concludes by providing managerial recommendations for the organisers in integrating the festival and fringe events into the host destination's brand using tactics aligned with the regional DMO.

*Changing Dimensions of Contemporary Tourism*

**Beyond Cognitive Dissonance: Sustainability and Kindness in Culinary Tourism**

Adrian Guachalla, Senior Lecturer in Aviation & Tourism, Buckinghamshire New University

Little attention has been geared towards the environmental implications of the mass consumption of the types of food that account for significant impacts on the planet in terms of waste generation, land use, water consumption, and greenhouse gas emissions. This paper focuses on tourist flows and travel to EU destinations given the relative level of comparability that EU frameworks and legislations provide to these areas. In terms of nutrition, both the American and British Dietetic Associations conclude that diets free from animal products are adequate and wholesome to address the nutritional needs of humans and can be used in the treatment or prevention of health conditions. Given this framework, this paper argues to support a shift towards plant-based diets and integrate them into a destination's culinary offer. However, the concept of cognitive dissonance may play a strong counterpart considering the physical, emotional, and cognitive attachment that many tourists may have with the food they consume and its role on their tourist experience of place. This paper discusses the challenges of conducting research applied to understanding a tourist's willingness to make adjustments in their diets for environmental, ethical, and/or health reasons. The influence of a tourist's own cultural values on their consumer behaviour applied to food choices will be discussed from a theoretical perspective. Finally, different methodological approaches that could be used to measure their degree of knowledge of the environment/ethics/health framework are introduced to capture different views and generate debates on how to best inform this novel area of study.

*2018 Special Focus: Building Bridges to Sustainability*

**Friday, 18 May**

08:30-09:00	<b>Conference Registration Desk Open</b>
09:00-09:15	<b>Daily Update</b>
09:15-09:45	<b>Plenary Session</b>
	<b>Maria Gravari-Barbas, Director, Institute for Research and High Studies on Tourism, and Coordinator, UNESCO Chair "Tourism, Culture, Development," Paris 1 – Sorbonne University</b>
09:45-10:15	<b>Plenary Session</b>
	<b>Carmelo J. León, Professor, University of Las Palmas de Gran Canaria, Spain</b>
10:15-10:45	<b>Garden Conversation</b>
10:45-10:55	<b>Transition Break</b>
10:55-12:10	<b>PARALLEL SESSIONS</b>

<b>Room 1</b>	<p><b>Changing Dimensions of Tourism: Evolution of Tourism Practices</b></p> <p><b>Losing the Center: Madrid, Flamenco, and Tourism</b> Theresa Goldbach, In this paper I will examine the evolution of the network of flamenco venues (both formal and informal) in Madrid, Spain from the later years of the Franco dictatorship through the more recent economic crisis, tracing shifts in audience (tourist versus locals) and kinds of outlets (formal performance venues versus informal community gathering spots) for what these shifts reveal about both preservation of performing arts communities and influence of tourism. Especially in the wake of cuts in arts funding, tourism represents the largest economic support base for working flamenco artists in Madrid with tablao performances and instruction in flamenco schools as two primary sources of income. However, Madrid houses various professional and semi-professional levels of flamenco artists, who represent a distinct portion not only of the music and dance communities but of the art community in general of the city. In addition to the arts community, other groups like local residents, property owners, and municipal authorities often come into conflict over the urban spaces utilized in tourist related industries. I will also point to the distinct different tourist groups targeted by flamenco venues and propose potential compromises between catering to perceived tourist desires and local community needs. <i>Critical Issues in Tourism and Leisure Studies</i></p> <p><b>Are We Still Eating, Praying, and Loving?: The Evolution of Culinary, Spiritual, and Romance Tourism</b> Dr. Leslie Scamacca, Over ten years ago, Elizabeth Gilbert wrote the novel "Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia." After divorcing her husband, Gilbert chronicles her journey of recovery through personal stories of her travels through Italy, India, and Bali. Gilbert's book inspired wanderlust in travelers eager to "find themselves" and launched a desire to experience global cuisine, spirituality, and romance through travel. In fact, googling "romance tourism" returned "Visit Indonesia" as the first result. These themes shaped into vital areas of tourism known as culinary tourism, spiritual tourism, and romance tourism. This paper explores the three special interest tourism niches of culinary tourism, spiritual tourism, and romance tourism. First, we will discuss the history of these specific fields of tourism. Next, we'll discuss the initial impact of Gilbert's book, and the subsequent 2010 release of the movie by the same name, on these fields. We'll continue the discussion with the changes and evolution of these tourism niches through present day; and finally, look at trends and predictions for the future. <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Personality and Traveling Behaviour</b> Noelia Medina, Josefa D. Martín Santana, Diego R. Medina Muñoz, The purpose of this study is to examine the influence of tourist personality on travel behavior in order to define communication strategies for each personality trait. The theory used to describe personality is the "Big 5" with its five broad personality dimensions—extraversion, agreeableness, openness, conscientiousness, and neuroticism, and the personality trait referred to as sensation seeking. The travel behavior was explained with the variables travel arrangements, traveling companions, type of accommodation, type of board, tourist expenditure, number of leisure trips, selection of tourist destination, repetition of leisure trip destination and leisure trip length. The research has been carried out using a sample of 450 tourists on Gran Canaria, one sun and beach destination of Spain. According to the results, personality traits influence on travel behavior, and this may explain the necessity of using personality as segmentation criteria besides socio-demographic characteristics traditionally used in touristic studies. This global comprehension of our tourists' personality traits and their influence on their tourist behavior could be of interest for destination managers and touristic suppliers who provide tourist leisure activities. <i>Critical Issues in Tourism and Leisure Studies</i></p>
<b>Room 2</b>	<p><b>The Idea and Practice of Leisure</b></p>

**Friday, 18 May**

10:55-12:10	<b>PARALLEL SESSIONS</b>
	<p><b>Home Gardens as Leisure Spaces</b>  Assistant Professor Jette Lykke Jensen,  This paper explores gardening as an aspect of domestic recreation and investigates the role gardening plays as a contemporary leisure activity. A qualitative study will be conducted in the city of Kolding to understand the meanings of gardening as a form of outdoor recreation taking place at home. By walking with, talking with, and photographing participants in their home gardens, I explore their motivations and experiences with gardening and/or other forms of leisure in gardens. Writers debate the potential of gardening, in the sense of cultivating plants and growing food, to encourage more eco-conscious and sustainable lifestyles. However, engagement in gardening activities today seem challenged by various factors such as work hours, changing leisure patterns, and shifts toward the domestic garden as an outdoor living room. Based on the empirical findings, the paper discusses how gardening and the home garden as a leisure space is influenced and transformed by the material culture of gardening, changing social norms, and environmental debates.  <i>Changing Dimensions of Contemporary Leisure</i></p> <p><b>Does the Bestial Sports Event Make You a Happy Human?</b>  Dr. Arminda Almeida Santana,  Dr. Sergio Moreno Gil,  Tommy Daniel,  One may wonder why there has been such a tremendous growth in amateur sport event participation. Does it make participants happier? One line of happiness research has focused on subjective well-being (SWB) and a very straightforward measure of an individual's subjective evaluation of his/her own state of happiness. Previous research has paid attention to hedonic as well as eudaimonic factors that positively influence an individual's happiness. Interpersonal relations, health, and personal growth have been found as empirically significant factors (Delle Fave et al., 2011). These factors may also be related to participation in amateur sport events. Bestial is an obstacle competition and a running event held in Arucas on Gran Canaria. A sample of 700 participants answered questions about behavior, attitudes, and SWB. Most research on SWB and events has so far been undertaken in a cultural event context and more research is needed in a sport event context. Thus, this study adds to knowledge concerning the relationship between sport event experiences, attitudes, and SWB. The main research questions addressed by this study center around SWB and to what extent an individual's SWB is related to the individual's need for personal growth, the individual's attitudes, disabilities, and frequency of race participation. The results show significant relations between SWB and attitudes towards personal growth and between SWB and frequency of sport event participation. In the conclusions, the trend towards more active tourism is discussed in relation to the importance of personal growth for a happy life.  <i>Critical Issues in Tourism and Leisure Studies</i></p>
12:10-12:50	<b>Lunch</b>
12:50-13:35	
<b>Room 1</b>	<b>Poster Session</b>
<b>Room 2</b>	<b>Focussed Discussions</b>
<b>Room 3</b>	<p><b>Virtual Lightning Talks</b></p> <p><b>Trends in Medical Tourism: Comments from a Nursing Perspective</b>  Dr. Dale Mueller,  This study examines the phenomenon of medical tourism, a growing segment of discretionary travel for consumers. Host countries are developing sophisticated medical infrastructure to accommodate the traveler wishing to arrange for procedures in a country other than their own at a lesser cost. The problem identified by the nurse researcher (RN) included a paucity of research in the literature regarding training of health care personnel for this tourism specialty. Training of personnel would include overseas patient transport, aftercare at the host facility, and follow-up care in the consumer's home locality. The questions driving this study included trends such as economic benefit to host countries, standards of care offered to consumers, practices of travel providers that offer packages for medical tourism, and implications for advanced practice nurses. Areas researched included skills needed to ensure patient safety during the journey, care for patients at the host locality, and identification of potential medical complications that may arise in the consumer's own locality. The issue of elective procedures not covered by local insurance, at least for American consumers, creates medical and financial risk if complications occur. Implications for consumers, health care professionals, travel industry planners and trends in global health phenomena are addressed.  <i>Changing Dimensions of Contemporary Tourism</i></p>
13:35-13:50	<b>Break</b>
13:50-15:05	<b>PARALLEL SESSIONS</b>
<b>Room 1</b>	<b>Tourism Dynamics: Attracting Visitors and Emerging Markets</b>

**Friday, 18 May**

13:50-15:05	<b>PARALLEL SESSIONS</b>
	<p><b>Circular Mozzarella : Projecting a Thematic Cycle Path for New Tourists in Northern Italy</b>            Dr Francesco Buscemi,            The shift from the industrial to the digital way of producing goods has led to a crisis in many factories. However, digital society has also increased tourism, cultural interests, and fragmented lifestyles. The one-year overall project, carried out by five researchers, has analysed how to design tourist paths for the "new tourist" (Poon, 1993) in the non-tourist Veneto's region called Pedemontana. Drawing on theories on the circular society (Lacy and Rutqvist, 2015; Masiero, 2016), and combining interviews, storytelling, and political economy, I have focused on how food (producers, shoppers, chefs, restaurateurs, and tellers) can become the engine of the network and drive the tourist experience. An old mozzarella plant, for example, makes mozzarella again but is also connected to a restaurant, a B&amp;B, a theatre, a storytelling tour, and an old hydro-electric turbine which shows how energy was produced before the centralization. In doing so, these food companies, apart from cheese and meat, in line with the circular society, also deliver immaterial goods such as knowledge, trust, respect for nature and wellbeing, and the new tourist may experience a "different" Veneto, far from the mass-consumed Venice.  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Identifying a Suitable Profile for Tourism: The Colombian Case of Pereira's Cultural Cluster</b>            Prof. Beatriz Bedoya,            Prof. Paola Podestá,            Willy Henao,            Jaime Espinal,            This study comprises a series of strategies based on playful learning as a method for the co-creation of the profile of Pereira's Cultural Cluster. Through discussions and interactive workshops, the basic profile for the consolidation and future operation of a cluster of cultural industries was established. The methodology involved different actors from the cluster, and resulted in identifying the potential for cultural tourism to enhance the city's privileged geographic location and rich cultural heritage. The study revealed that focusing only on producing cultural events would be to neglect the main strength that Pereira has when it comes to building a cluster of cultural and creative industries: its infrastructure for tourism. Pereira, axis of the "Paisaje Cultural Cafetero," with all the history of coffee production farming in its idiosyncrasy, in its roots and traditions, has tourism as an element that supports its identity, founded on this heritage, as well as on its modern industrial capacity. Thus, the city's Master Plan of Culture aims to build upon the pillar of tourism for the cultural development of the city. Tourism then becomes a framework that encompasses, gathers, welcomes, and disseminates cultural events that have yet to be more frequent in Pereira.  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>A Multi-tourism Paradigm Scale of Winescape</b>            Asli Tasci,            Robin Back, Orlando, FL, United States            Winescape is a concept similar to wine tourism destination image, where attributes of a wine tourism destination forms a landscape in tourists minds (Bruwer and Lesschaeve, 2012; Bruwer et al., 2015; Quintal et al., 2015; Thomas et al., 2016). The dimensions of wine tourism includes physical and socio-cultural quality regarding the rural character of the landscape (Mitchell, Chraters, and Albrecht, 2012). This study investigates the attributes of Florida winescape with its multidimensional attributes from different tourism paradigms, in relation to tourist motivation, decision-making, and visit experience. Different attributes of winescape may play varying levels of importance in tourists' motivations and decisions to choose to visit wineries and their experiences with the wineries they visit. A comprehensive content analysis of the wine tourism, destination image, and winescape related articles to identify the common attributes of winescape and winescape attributes specific to Florida. A through list of winescape attributes was developed and pilot tested on a sample of tourists. The results were used to purify the scales. In the main study, the scales were tested for reliability and validity by using exploratory factor analysis and confirmatory factor analysis. The results showed different factors of winescape based on the tourism paradigms as well as product category.  <i>Changing Dimensions of Contemporary Tourism</i></p>
<b>Room 2</b>	<p><b>Education Principles and Practices</b></p> <p><b>Analysis of Tourism Sustainability Programs in Latin America And Spain</b>            Daniel Celis Sosa, CEO &amp; Founder, Tourist Advice and Training, Let's Talk Management - LTM            The map, or complete inventory, of tourism degrees in higher education, is 2,380 programs: 1,517 are undergraduate and 863 are postgraduate. 906 academic institutions of Latin America and Spain that offer such degrees, with 71% by private (643) institutions, suggesting important repercussions that will be discussed in this presentation. In addition, the talk will address the degree to which these programs have a focus on sustainability. Currently, there are 32 Degree Programs in tourism and sustainability, followed by 46 Postgraduate Programs in tourism and sustainability in academic institutions of Latin America and Spain. In undergraduate studies, sustainability is placed in the 6th position. In terms of tourism graduate programs and sustainability, it can be seen that Spain leads with 18 programs, followed by Brazil (8), Mexico (5), Costa Rica (5), Argentina (5) and other countries with a single program, such as Chile, Colombia, Ecuador, Honduras, and Uruguay. The public offer of these graduate programs reaches the 24 programs, while the private one is 22 programs. On the other hand, the Postgraduate Programs that relate tourism and culture are 52 in total, of which 36 belong to public academic institutions and 16 are taught in private academic institutions. Most postgraduate courses in Tourism and Culture are taught in Spain (45).  <i>Critical Issues in Tourism and Leisure Studies</i></p>
15:05-15:20	<b>Coffee Break</b>

Friday, 18 May

15:20-17:00

**PARALLEL SESSIONS**

**Room 1 Tourism Management**

**Tourism Management in South American Geological Areas : Case Studies in Peru and Brazil**

Pedro Gonzáles Mantilla, Researcher, Instituto Universitario de Turismo y Desarrollo Sostenible - TiDES

Several areas of international geological relevance use tourism as a tool for the conservation and the socioeconomic development of local communities, through dynamic initiatives such as geoparks programs and projects of the United Nations Educational, Scientific, and Cultural Organization. Within the South American context, many areas aim to be incorporated into this important network. This paper highlights the Marcahuasi Stone Forest in the central Andes of Peru and the Vila Velha State Park in the eastern part of the Paraná Basin in Brazil. Both are characterized by the singularity of their geological heritage, the scenic landscape aesthetics, and the rich source of research. This work explores the management models applied in these two South American natural spaces of high geological value regarding tourist use. A considerable flow of visitors is received there each year, however the tourist activity has been developed differently. The objective of this research is to find out whether the tourism management models applied in each area promote the socioeconomic development of the local population and the conservation of the geological heritage. In this study, different models have been analyzed, based on their management structure, public actions, and the relations between the actors, using data collection techniques such as bibliographical search, literature review, semi-structured interviews, and simple observations. The results of each management model have been compiled and analyzed comparing both models, to discuss the influence of the management of the tourism in local socioeconomic development and geoconservation in these two areas with geotourism potential.

*Changing Dimensions of Contemporary Tourism*

**Employee Engagement and Talent Management: Essential Human Resource Management Practices within Hospitality and Tourism**

Dr. Julia Christensen Hughes,

The tourism value proposition is changing. Consumers increasingly expect to be highly engaged in the tourism experience, which requires highly engaged employees. Yet, the hospitality and tourism industry is notorious for its poorly developed human resource management practices. Such practices have been associated with high rates of turnover and employee dissatisfaction. This paper will introduce a comprehensive review of empirical research on employee engagement in hospitality and tourism contexts. Dominant theoretical underpinnings, methods (including survey instruments), and results will be shared. Evidence-informed human resource management practices for enhancing employee engagement and the guest-service encounter, including talent management, will also be suggested.

*Tourism and Leisure Industries*

**Leadership in the Hotel Industry: A Review Study**

Asier Baquero,

As a consequence of globalization, the social, political, and economic transformations which have arisen over recent decades have resulted in changes to the business sector. Tourism, specifically hospitality, has also been affected by this phenomenon and has developed innovative alternatives to meet the challenges of an increasingly competitive market and the need for change. The role of leadership emerges as an example of this process and its influence in hotel management is ripe for new scientific research. This study analyzes the evidences found in scientific literature about the impact of leadership in the hotel industry. The study is carried out by reviewing relevant information in databases such as Scopus, Web of Science, or ResearchGate. National and international studies conducted in three, four, and five-star hotels are analyzed. The results show the importance of leadership in the hotel industry based on the two fundamental areas of job satisfaction and customer satisfaction.

*Tourism and Leisure Industries*

**Room 2 Issues in Developing Economies**

**Institutional Challenges Faced by Hospitality Industry in Developing Economies: Evidence from Morocco**

Sonia M. Suárez Ortega,

Antonia M. García-Cabrera,

Developing economies usually have unstable and weak institutions (Choi et al., 2010). Therefore, internationalization to these countries involves several risks (Phillips et al., 2009) that may be stronger in cases of institutional differences between the investors' home country and the host country (Cavusgil et al., 2014; Johanson and Vahlne, 1977). However, developing economies offer strong business opportunities to foreign firms, with tourism emerging as a key sector. Morocco, the main tourism destination of North Africa (OMT, 2016), can be considered a good example of it. Our work identifies institutional challenges encountered by small lodgings that operate in Morocco, and whether those challenges are faced by local and foreign entrepreneurs in the same way. For the exploratory study, we surveyed hotels, riads, and hostels on Booking.com in 2017. Out of 847 establishments with an email address or phone number, we got 50 valid replies. Sample lodgings are owned by 19 Moroccans, and 31 foreigners, mainly French (12) and Spanish (5). The main challenges encountered are: lack of expertise in tourism planning at the national level, inefficient public administration, lack of tourism promotion, corruption and unfair competition, especially by some riads and illegal guest houses. Foreigners clearly perceive more challenges than Moroccans in relation with educational system, lack of suppliers, unqualified suppliers, discriminatory taxes, unofficial dealings and cultural challenges due to religious issues. Finally, we found that the greater the institutional and cultural distances between the respondent's home country and Morocco, the greater the level of institutional challenges perceived.

*Critical Issues in Tourism and Leisure Studies*